

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #194040

Ms. R. Fairbanks
FINKLE DIST., INC.

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Ruth:

Attached are **July** orders for Salem .30¢ Tear Tape product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with **July Salem Tear Tape product**. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enc. Retailer Letter

Retail Customer List

30TR5AL.DOC

51845 8387

**JULY DELIVERY
SALEM TEAR TAPE**

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

130 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	5
12300-24195	Full Flavor 100	4
12300-24196	Light	5
12300-24197	Light 100	5

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$6,167.59

PACKING / SHIPPING PAYMENT \$133.00
(19 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

51845 8388

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162202	162238	172455	GAROFALO GROCERY	155 E BRIDGE ST	OSWEGO	NY	13126	1		2	1	4		975177
162202		172887	B J'S CONVENIENCE	301 W GENESEE ST	AUBURN	NY	13021	1	1	2	1	5		
162202	162238	289246	D & W CONVENIENCE	RT 104 & 104B	NEW HAVEN	NY	13121	2			1	3		975516
162202	162238	461642	BOBBY T'S INC.	2640 ROUTE 3E	FULTON	NY	13069	1		1		2		975532
162202	162238	507381	SCRIBA MINI MART	5617 STATE ROUTE	SCRIBA	NY	13126	1	1	1	1	4		975706
162202	162230	549109	BAYBERRY MOBIL	7549 OSWEGO RD	LIVERPOOL	NY	13090	1				1		977678
162202	162238	649926	STEVE'S PLACE	107W BRIDGE ST.	OSWEGO	NY	13126			1		1		975185
162202	162236	673953	BILL'S CLEVELAND	276 STATE ROUTE 4	CLEVELAND	NY	13042			1	1	2		
162202	162236	675059	JAMIESON CORS CONV	RTE. 17 - ST RTE	YORKVILLE	NY	13495		1			1		971127
162202	162238	684885	PIT'S TOP #99	433 COUNTY ROUTE	FULTON	NY	13069	1		2	1	4		975169
162202	162238	693564	BEAR ROAD MOBIL	VRC ENTERPRISES	NORTH SYRAC	NY	13212	1		1		2		
162202	162238	762523	MINETTO MINI MART	2737 NY ROUTE 49	MINETTO	NY	13115	1	2	1	1	5		978270
162202	162238	762537	BREWERTON TRUE VALU	RT 11 & BARTELL R	BREWERTON	NY	13029			1		1		
162202	162237	762896	R & J MOBIL EXPRESS	500 7TH NORTH ST	LIVERPOOL	NY	13088	2	1	4	2	9		
162205	162230	699104	POOJA ENTERPRISES	4223 MILTON AVE	SYRACUSE	NY	13219			1	1	2		959460
162205	162237	760381	POPPY'S PLACE	507 WESTCOTT ST	SYRACUSE	NY	13210	1	1	1	1	4		
162205	162230	762043	KELLY MOBIL	631 S GEDDES ST	SYRACUSE	NY	13204	1			1	2		
162206	162236	172167	B & K CONVENIENCE	4644 TABERG ROAD	TABERG	NY	13471		1	1	1	3		
162206	162233	177340	PALACE CIGAR STORE	277 MAIN ST	ONEONTA	NY	13820		1		1	2		906305
162206	162237	186747	MOBIL #08545F	224 W GENESEE ST	PAYETTEVILL	NY	13066	1	1	1	1	4		
162206	162234	545117	MARCY DISCOUNT BEV	9270 RIVER ROAD	MARCY	NY	13403	1	1	1		3		980888
162206	162237	607467	LYNDON MOBIL	6898 EAST GENESEE	PAYETTEVILL	NY	13066	1	1	1	1	4		
162206	162235	653577	GAZEBO NEWS	14 W MAIN ST	MOHAWK	NY	13407			2		2		936815
162206	162236	762157	SAKRAN & CESARIO IN	7595 KIRKVILLE RD	EAST SYRACU	NY	13057	1	1	1	1	4		964171
162206	162237	762367	MANLIUS MOBIL	325 FAYETTE ST	MANLIUS	NY	13104	1		2	1	4		
162302	162320	362026	BAILEY DELI & BAKER	43 CANADA ST	LAKE GEORGE	NY	12845			1		1		986356
162302	162320	561050	MINI CHOPPER #109	AMHERST & IROQUIS	LAKE GEORGE	NY	12845	1	1	1	1	4	1427-0000	
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALL	NY	12839			1		1		
162302	162320	767092	MINI CHOPPER #63	127 RIDGE ST	GLENS FALLS	NY	12801	1	1	1	1	4	1427-0000	
162302	162320	767583	MINI CHOPPER #62	538 AVIATION RD	QUEENSBURY	NY	12804	1	1	1	1	4	1427-0000	
162303	162324	027186	SAS SINGH AUTO SERV	2470 ALBANY ST	SCHENECTADY	NY	12304	1	1	1	1	4		
162303	162324	067585	SNYDER'S SERVICE ST	3080 CARMEN RD	SCHENECTADY	NY	12303	1	1	1	1	4		
162303	162322	130267	REID HILL MOBIL	165 CHURCH ST	AMSTERDAM	NY	12010	1	1	1	1	4		
162303	162234	130271	CLYDES STOP N SHOP	WASHINGTON ST & PE	JOHNSTOWN	NY	12095	1	1	1	1	4		
162303	162322	175544	CHAZANS PHARMACY	31 NEW SCOTLAND A	ALBANY	NY	12208	1	1	1	1	4		
162303	162322	175613	MINI CHOPPER #64	821 NEW SCOTLAND	ALBANY	NY	12208	1	1	1	1	4	1427-0000	
162303	162324	175765	MINI CHOPPER #65	2248 BROADWAY	SCHENECTADY	NY	12306	1	1	1	1	4	1427-0000	
162303	162322	176593	FULLERS CORNER STOR	RR 1 BOX 547	NORTHVILLE	NY	12134	1				1		
162303	162234	177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILL	NY	12078	1	1	1	1	4		
162303	162324	240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	12308	1		3	2	6		
162303	162234	287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	12072	1	1	1		3		
162303	162234	363861	FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	1	1	1	1	4		

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16KXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162303	162234	440243	CONVENIENT CORNERII	5 COMERIE AVENUE	JOHNSTOWN	NY	12095	1	1	1	1	4	3643-0000	
162303	162322	472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	12010	1		5		6		
162303	162234	502775	LEWIES SUPERMARKET	19 STATE STREET	FORT PLAIN	NY	13339	1	1	1	1	4		
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1	1	1	1	4		
162303	162322	546784	CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	1	1	1	1	4	3643-0000	
162303	162234	558185	MINI KWIK	207 W FULTON ST	GLOVERSVILL	NY	12078	1	1	1	1	4		
162303	162324	565311	UPTOWN BEVERAGE	1866 ALTAMONT AVE	SCHENECTADY	NY	12303	1	1	1	1	4		
162303	162324	569644	J P GAS & MART	281 ALTAMONT AVE	SCHENECTADY	NY	12304	1	1	1	1	4		
162303	162324	571262	GUILDERLAND GETTY	167 MAIN ST	GUILDERLAND	NY	12085	1	1	1	1	4		
162303	162322	577317	MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	1		1	1	3		
162303	162322	579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVI	NY	12137	1	1	1	1	4		
162303	162322	586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	1		1	1	3		
162303	162324	626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	1	1	1	1	4		
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILL	NY	12078	1	1	1	1	4		
162303	162234	642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILL	NY	12078	1	1	1	1	4		
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVI	NY	12137	1	1	1	1	4		
162303	162234	671343	FUEL & FOOD	3006 RD 1 & RT. 3	GLOVERSVILL	NY	12078	2		1		3		
162303	162234	693380	MARIANNE'S MINI MAR	1008 ST HWY 29A	GLOVERSVILL	NY	12078	1			3	4		
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	2	1		1	4		
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1	1	1		3		
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	1	1	1	1	4		
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1	1	1	1	4		
162303	162234	757103	TWINS	SEC INC.	JOHNSTOWN	NY	12095	1	1	1	1	4		
162303	162234	763064	MINI CHIPPER #72	394 N MAIN ST	GLOVERSVILL	NY	12078	1	1	1	1	4	1427-0000	
162303	162234	764466	NANCY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	12177	1	1	1	1	4		
162303	162324	767243	MINI CHOPPER #85	1810 VAN VRANKEN	SCHENECTADY	NY	12308	1	1	1	1	4	1427-0000	
162303	162324	767268	EASTERN PARKWAY #70	838 MCCLELLAN ST	SCHENECTADY	NY	12304	1	1	1	1	4	1427-0000	
162303	162324	767617	TIFFANNY'S PETRO	8413 WESTERN TPKE	DELANSON	NY	12053	1	1	1	1	4		
162303	162322	767809	NORTHVILLE ROBIN SE	MAIN & BRIDGE	NORTHVILLE	NY	12134	1		1	2	4	3643-0000	
162303	162234	779803	FOUR CORNERS GROCER	MAHAKALI, INC.	GLOVERSVILL	NY	12078	1	1	1	1	4		
162303	162322	790290	ON THE RUN #08724	245 SARATOGA RD	SCOTIA	NY	12302	1	1	1	1	4	1449-0000	
162303	162324	794579	WESTMERE CITGO	1979 WESTERN AVE	ALBANY	NY	12203	1	1	1	1	4		
162304	162321	175519	BONFARE FN FD	2 SOUTH ST	BALLSTON SP	NY	12020	2	2	1	2	7		
162304		176137	LISHAKILL MARKET	214 LISHAKILL RD	SCHENECTADY	NY	12309	1	1	1	1	4		
162304	162321	176471	MINI CHOPPER #71	54 CHURCH ST	SARATOGA SP	NY	12866	1	1	1	1	4	1427-0000	
162304	162322	176552	DICK & JERRY'S	ROUTE 29 & ROUTE	GALWAY	NY	12074	1	1	1	1	4		
162304	162322	176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	12074	1				1		
162304	162321	176702	MINI CHOPPER #61	91 N MAIN ST	MECHANICVIL	NY	12118	2	2	2	2	8	1427-0000	
162304	162321	330697	TOPEDA, INC.	DBA WATSON'S GROC	COHOES	NY	12047	2	2	2	2	8		
162304	162321	361644	WEVER MOBIL MART	219 GUIDEBOARD RO	HALFMOON	NY	12188	1	1	1	1	4		916379
162304	162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOK	NY	12154	1		1	1	3		
162304	162321	450796	WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT	NY	12831	1	1	1	1	4		
162304	162321	484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	12170	1		1	1	3		

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162304	162321	553883	BONFARE FN PD	488 GEYSER RD	BALLSTON SP	NY	12020	1		1		2		
162304	162321	624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	12047	1	1	1	1	4		
162304	162321	677775	GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SP	NY	12020		1	1	1	3		
162304	162321	689443	MALTA CORNER	2465 ROUTE 9	BALLSTON SP	NY	12020	2	2	2	2	8		
162304	162324	705684	NISKAYUNA MOBIL	1502 BALLTOWN RD	NISKAYUNA	NY	12309	2	1	3	8	14		
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALLSTON SP	NY	12020	2	2	2	2	8		
162304	162321	744043	WEVER CAR WASH	CORNER RT 29 & 40	GREENWICH	NY	12834	1	1	1	1	4		
162304	162321	747501	PAULIE PROVISIONS	12 WASHINGTON AVE	WATERFORD	NY	12188	1		3	4	8		
162304	162321	777274	CAPUTO'S APLUS60036	521 BROADWAY	SARATOGA SP	NY	12866	1	1	2	2	6	0362-0101	
162304	162322	777276	LATHAM FOOD MART	389 TROY SCHENECT	LATHAM	NY	12110	2	2	2	2	8		
162305	162322	176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	12210	2	1	2	2	7		
162305	162326	241413	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTERLO	NY	12193		1		1	2		
162305	162322	385765	ALBANY NEWS & VARIE	396 CENTRAL AVE	ALBANY	NY	12206	1	1	1	1	4		
162305	162322	453011	HAGMART INC	791 NEW SCOTLAND	ALBANY	NY	12208	1	1	1	1	4		958074
162305	162234	506336	LINDY'S QUICK SHOPP	1 MAIN ST	WORCESTER	NY	12197	1	1	1	1	4		911065
162305	162322	542554	A-PLUS #60009F	1221 WESTERN AVE	ALBANY	NY	12203	2	1	2	2	7	0362-0102	
162305	162322	571197	HAGMART WEST INC	1181 WESTERN AVE	ALBANY	NY	12203	1	1	1	1	4		958082
162305	162324	653563	HAGMART NORTH, INC.	106 MAPLE AVE	VOORHEESVIL	NY	12186	1	1	1	1	4		939942
162305	162326	660703	DELAWARE & ELM MOBI	594 DELAWARE AVE	DELMAR	NY	12054	2	2	2	2	8		
162305		677846	L&P COLONIAL MARK I	RT. 23A	TANNERSVILL	NY		1	1	1	1	4		
162305	162326	682879	J&B'S DELI	2510 ROUTE 9W	RAVENA	NY	12143	1	1	1	1	4		
162305	162327	693697	GUJAR PETROLEUM	336 E CHESTER ST	KINGSTON	NY	12401	1	1	1		3		
162305	162326	698974	RAVENA MANI CONVENI	RT. 9W & 146	RAVENA	NY	12143	1	1	1	1	4		
162305	162322	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	12206	2	1	1	1	5		
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401		2	1	1	4		
162305	162328	766856	FT & SAMI, INC.	ROUTE 28 & ZENA R	KINGSTON	NY	12401	1	1	1	1	4		949867
162305	162326	767885	JANES VARIETY II	149 2ND AVE	ALBANY	NY	12202	2	2	2	2	8		
162305	162234	785758	WORCESTER CONVENIEN	310 MAIN ST	WORCESTER	NY	12197				1	1		976043
162306	162325	176084	WALT'S GROCERY R	47 WASHINGTON ST	RENSSELAER	NY	12144	1	1	3	2	7		
162306	162325	357600	WALT'S GROCERY T	77-81 CONGRESS ST	TROY	NY	12180	1	1	2	1	5		
162306	162326	508996	W SAND LAKE MOB08FI	RT 150 & RT 43	WEST SAND L	NY	12196	2	2	2	1	7		974964
162306	162325	514679	WALT'S GROCERY H	109 HAMPTON AVE	RENSSELAER	NY	12144	2	2	1		5		
162306	162326	580521	GREENBUSH TAPE&LABE	DBA JIFF E MART	AVERRILL PAR	NY	12018	1	1	1		3		931667
162306	162326	619795	MINI CHOPPER #86	53 MAIN ST	CHATHAM	NY	12037	1	1	1	1	4	1427-0000	
162306	162327	705374	M&S MART, INC.	6337 RT. 209 & 42	KERHONKSON	NY	12446	3	3	3	1	10		
162306	162325	728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	12144	2	2	2	3	9		
162306	162326	766887	E-Z MART	RT 20 & 22	NEW LEBANON	NY	12125	2	2	2	4	10		930719
162306	162325	774586	EKKON WYNANTSILL	63 MAIN AVE	WYNANTSILL	NY	12198	1	1	1	1	4		
162308	162329	444732	MALWA CORPORATION	266 STATE ROUTE 5	LAGRANGEVIL	NY	12540	1	1	1	1	4		943266
162308	162329	701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS	NY	12590	1		1		2		
162308	162328	740272	COBBLE POND FARMS	ROUTE 82	STANFORDVIL	NY	12581	1	1	1	1	4		
162605	162620	268514	ALMEKINDER JUBILEE	1228 STATE ROUTE	ONTARIO	NY	14519	2	2	2	2	8		
162605	162624	576817	LIL COUNTRY STORE	RT 350 & 31F	MACEDON	NY	14502	1	1	1	1	4		

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 17
DATE: 98-04-29
TIME: 03:30 PMWHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	M85 QTY	M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2	1	2	1	6		
162605	162624	722996	THE STATION	3290 CANADAIGUA R	MACEDON	NY	14502	1	1	1	1	4		

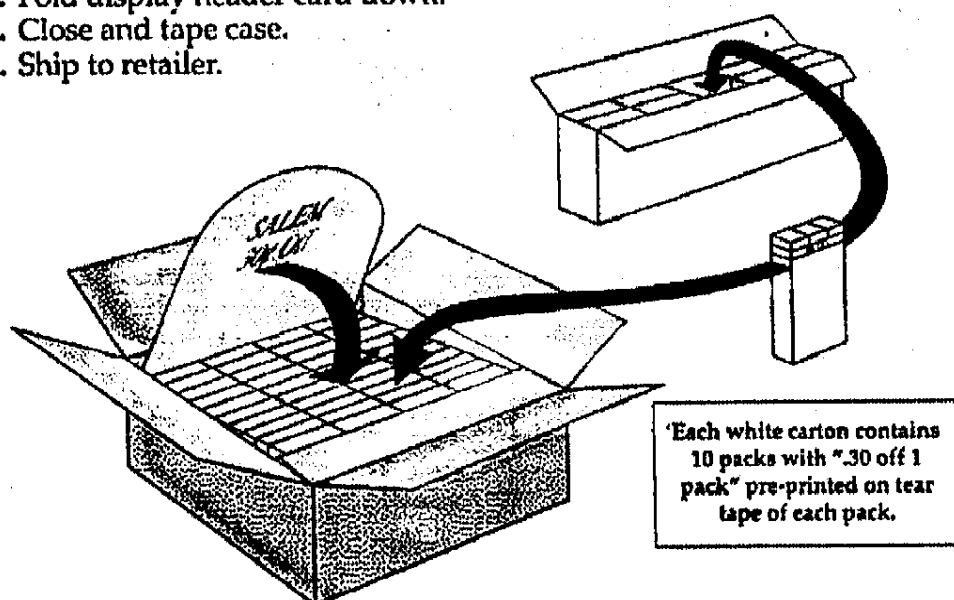
PAGE BREAK TOTAL ACCOUNTS 130 TOTAL QUANTITY 140 117 157 142 556

TEMPLATE TOTAL ACCOUNTS 130 TOTAL QUANTITY 140 117 157 142 556

51845 8392

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30 / 1 PK

Brand Style						
Number of Cartons						

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

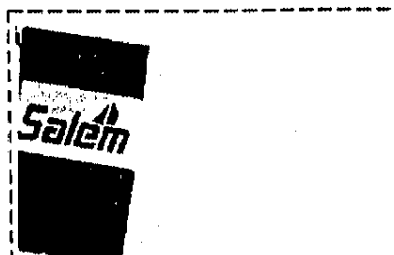
SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51845 8394



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 8395